

Who we are

Ontario Exports Inc. is the lead trade agency of the Ontario government. It is guided by a private-sector board of directors.

Whether you are a new or already established exporter of goods and services, we offer a broad range of services to help you make the most of exporting.

What we can do for you in Mexico

If Mexico is part of your business plan or if you believe it should be, Ontario Exports Inc. will help you maximize your chances of success in this growing market.

Ontario Exports Inc.'s representative office in Mexico can:

- seek potential buyers, agents and distributors for Ontario companies;
- provide in-market assistance and support;
- search for business opportunities on behalf of Ontario firms; and
- conduct research on specific industry sectors.



Ontario Exports Inc.

The lead trade agency of the government of Ontario, Canada
56 Wellesley Street West, 7th Floor
Toronto, Ontario, Canada M7A 2E4

Toll Free: 1 800-468-7233 (Ontario only)
Telephone: (416) 314-8200
Fax: (416) 325-6509

<http://www.ontario-canada.com/export>
e-mail: trade@simcoe.ois.on.ca

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OPENING DOORS WORLDWIDE

AN AGENCY OF THE GOVERNMENT OF ONTARIO, CANADA

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**Marketing Your
Business in Mexico**

Export prospects to Mexico are excellent!

Mexico is a priority market for Ontario. As a result, Ontario Exports Inc. and the Ministry of Agriculture, Food and Rural Affairs have joined forces to offer exporters professional consulting services in Mexico City.

Through Ontario Exports Inc.'s representative in Mexico City, we can assist your firm to export your products and services in this growing market.

Government privatization and improved access because of NAFTA since 1994 created an unprecedented demand for Ontario goods and services. According to Statistics Canada:

- Mexico is Ontario's largest trading partner in Latin America and now ranks as its fourth largest export market, up from eighth in 1994.
- In 1997, Mexico surpassed Japan as the U.S.'s second-largest export merchandise market, after Canada.
- Ontario merchandise exports to Mexico increased by over 48 per cent from 1998 to 1999.
- Since NAFTA was implemented, Ontario's exports to Mexico increased by about 85 per cent.

Demand for better infrastructure and technologies offers excellent prospects in this market of more than 95 million people.

Sectors that are already benefiting include: construction, manufacturing, telecommunications, transportation, agriculture, mining, electric and electronics, and many more.

Sector opportunities

Canada's Action Plan for Mexico, a government and private-sector initiative, identified five priority sectors where major demand is expected to develop over the medium term. They are:

- automotive maintenance equipment and aftermarket parts;
- information and communications technologies, including e-business, computer telephony integration, intelligent systems, and other advanced technologies;
- advanced manufacturing and industrial machinery such as factory automation, packaging, electronics and others;
- agriculture and agri-food, such as processed food, beverages, bakery products and primary agricultural products;
- oil and gas equipment and services.

In addition, five emerging sectors are identified where there is already significant Canada-Mexico trade:

- transportation equipment and services;
- electric-power equipment and services;
- environmental equipment and services;
- cultural and educational products and services;
- mining equipment and services.

Finally, three future growth sectors are:

- geomatics;
- medical/pharmaceutical/biotech;
- safety and security.

For more information on how we can help you export to Mexico, call today:

Ontario Exports Inc.

Fred Sheehy

Area Director Latin America - North

Ph. (416) 314-8243

Fax (416) 325-6509

E-mail fred.sheehy@edt.gov.on.ca

Americas Branch

Ph. (416) 325-6510

Fax (416) 325-6509

E-mail trade@simcoe.ois.on.ca

Ministry of Economic Development and Trade

Eastern Region

Ph. 1-800-267-6592

Fax (613) 241-2545

Western Region

Ph. 1-800-265-4743

Fax (519) 873-4488

GTA Region

Ph. (416) 235-4278

Fax (416) 235-4338

For agriculture and food-related products, please contact:

Ontario Ministry of Agriculture, Food, and Rural Affairs

Ph. (519) 826-4210

Fax (519) 826-3460